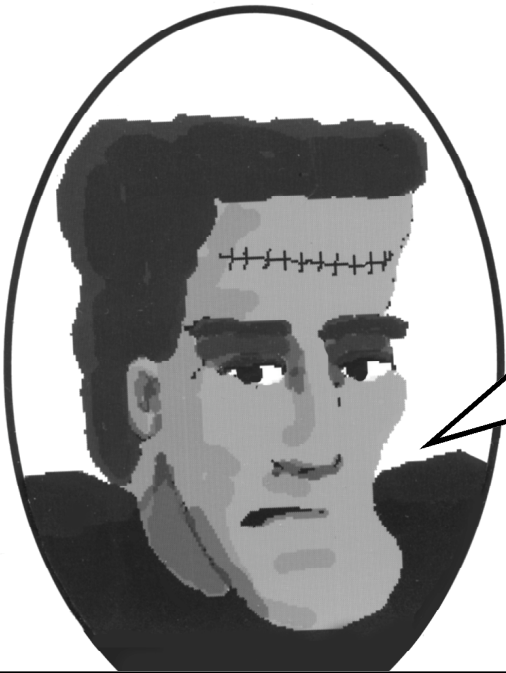


HEY KIDS!

KEEP YOUR **BRAINS** WHERE THEY **BELONG...** IN YOUR **HEAD!** GET A **BICYCLE HELMET** TODAY!



FAMOUS BRAIN EXPERT

I didn't wear a bike helmet and look where it got me!

That's right! And **HE** should **KNOW!** Avoid the **HEARTBREAK** of losing your **BRAIN** in a tragic bicycle **CRASH....**

EXPERTS AGREE: Losing your brain is one big **HASSLE!** It is definitely **NOT FUN** and can cause you **LOTS OF TROUBLE!**

There's the **POLICE** and the **AMBULANCE** and the **DOCTORS** and the **HOSPITAL**, maybe even a **FUNERAL**. Not to mention all the **FORMS** to fill out and the **BILLS** to pay. **UGH! WHY BOTHER? GET A BICYCLE HELMET AND SAVE YOURSELF A LOT OF TROUBLE!**

TIPS ON BUYING THE RIGHT BIKE HELMET

CRACK!



GET ONE THAT'S TOUGH

Make sure it complies with U.S. CPSC safety standard for bicycle helmets for persons age 5 and older.



UGH!

GET ONE THAT FITS RIGHT

It shouldn't poke you in the temple or ride back on your neck or fall forward onto your nose.



YEAH!

GET ONE THAT LOOKS GOOD

Why look like a geek with an ugly helmet? There are lots of colors and models to choose from!

NORTH CAROLINA DEPARTMENT OF TRANSPORTATION, DIVISION OF BICYCLE AND PEDESTRIAN TRANSPORTATION

1552 Mail Service Center, Raleigh, NC 27699-1552

Phone: (919) 807-0777 • E-mail: bikeped_transportation@ncdot.gov • www.ncdot.org/transit/bicycle

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